MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2019/2020

BMG3014 – MANAGEMENT OF TECHNOLOGY

(All sections / Groups)

17 OCTOBER 2019
2:30 P.M. – 4:30 P.M.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO (2)** pages with **FIVE (5)** questions only.
2. Attempt **ALL** the questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

ANSWER ALL QUESTIONS

QUESTION 1

a) What are the **THREE (3)** institutions that create differences and similarities in technology domains?

(12 marks)

b) Explain how a technology or firm enters a market with a low-end disruption strategy. Give **ONE (1)** example.

(8 marks)

(Total: 20 marks)

QUESTION 2

a) Every technology goes through an evolutionary process (startup, growth, maturity, and decline). Explain the focus and information needed in each evolutionary stage.

(8 marks)

b) What are **THREE (3)** leadership actions that successful innovation leaders pursue?

(12 marks)

(Total: 20 marks)

QUESTION 3

a) After implementation process, evaluation and control needs to be carried out in order for a firm to identify the gaps and the actions to be taken. With the aid of a diagram, illustrate the evaluation and control process.

(12 marks)

b) Give any **FOUR (4)** common issues in the implementation of newly acquired technology.

(8 marks)

(Total: 20 marks)

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QUESTION 4

a) What are the strategic reasons for a firm to perform a merger or acquisition?

(10 marks)

b) The evaluation and control effort occurs at five different places in the external focused processes to obtain technology by an organisation. Give the **FIVE (5)** places that evaluation and control happen in an externally focused process.

(10 marks)

(Total: 20 marks)

QUESTIONS 5

a) Suggest any **FOUR (4)** practical ideas to help leaders in building an ethical organisation.

(8 marks)

b) There are six basic principles that the organisation can employ to help ensure success in knowledge management. What are the **SIX (6)** principles?

(12 marks)

(Total: 20 marks)

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